

# Gonzo Marketing - Winning Through Worst Practices

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# Reviews

Merely no words and phrases to spell out. It is actually writter in basic words and phrases instead of difficult to understand. Your way of life span will probably be enhance as soon as you complete reading this article ebook. (Lauren Quitzon)

# **GONZO MARKETING - WINNING THROUGH WORST PRACTICES**



Perseus Pub., Maine, 2001. Hard Cover in Dust Jacket. Book Condition: New. Dust Jacket Condition: New. First. 2001 Hardcover book in DJ 1st. BRAND NEW from 2001 publisher . Never opened , Never owned . a feltpen dot and x marks bottom edge . Nice & clean & tight and bright & unread inside . Jacket protected in New non-stick clear mylar sleeve . 243 pages . Gonzo marketing is a knuckle-whitening ride to the place where social criticism, biting satire, and serious commerce meet . and where the ideals of mass marketing . and broadcast media . are being left in the dust . As master of ceremo nies at the wake for traditional one-size-fits-all marketing . author Chris Locke has assembled a unique guest list . from Geoffrey Chaucer to Hunter S. Thompson . to guide us through the revolution that is rocking business today . as p eople connect on the Web to form powerful micromarkets . These networked communities . based on candor, trust, passion, and a general disdain for anything that smacks of corporate smugness . reflect much deeper trends in our culture, which Lo cke illuminates with his characteristic wit . Just as gonzo journalism arose in response to " objective " news standards . that claimed to foster fairness but in practice discouraged writers from speaking their minds in their own voices . so too does gonzo marketing is about market advocacy . It describes how " the artist fomerly known as advertising "must do a 180 degree turn. It's about transforming the marketing message from "we want your money" to "we share your interests" . It's about...

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